



GAMMIX STS B.V.

BUSINESS PLAN

*March 2024
Prepared for the Curaçao Gaming Control Board
Strictly Private and Confidential*

TABLE OF CONTENTS		
1.	Executive Summary & Business Strategy	3,4
2.	Company Structure & Ownership Diagram	4
3.	Key Management Roles	5
4.	Financial Forecasts	5
5.	Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans	6,7
6.	Key Suppliers And Material Dependencies	8,9,10
7.	Risk Evaluation and Management	11,12
8.	Legal and Governance Framework	13
9.	Target Kpis And Business Objectives	14,15
10.	Policies And Procedures	15,16
11.	Apendix a – Financial projections	17,18

I. EXECUTIVE SUMMARY & BUSINESS STRATEGY

Gammix Sts b.v., established on February 14, 2012, and licensed by Antillephone N.V. under license number 8048/JAZ2021-026, is a leading player in the online gaming industry. The company operates under the ownership of Dejan Jović, a seasoned professional with over 15 years of experience in the gaming sector. Gammix Sts b.v. specializes in online gaming services, operating primarily in the business-to-business (B2B) sector. The company collaborates with over 100 game providers, offering a diverse range of gaming experiences to its customers. Additionally, Gammix Sts b.v. relies on GGHUB Limited, a payment processing company based in Cyprus, which provides payment facilitation on behalf of its mother company.

Business strategy:

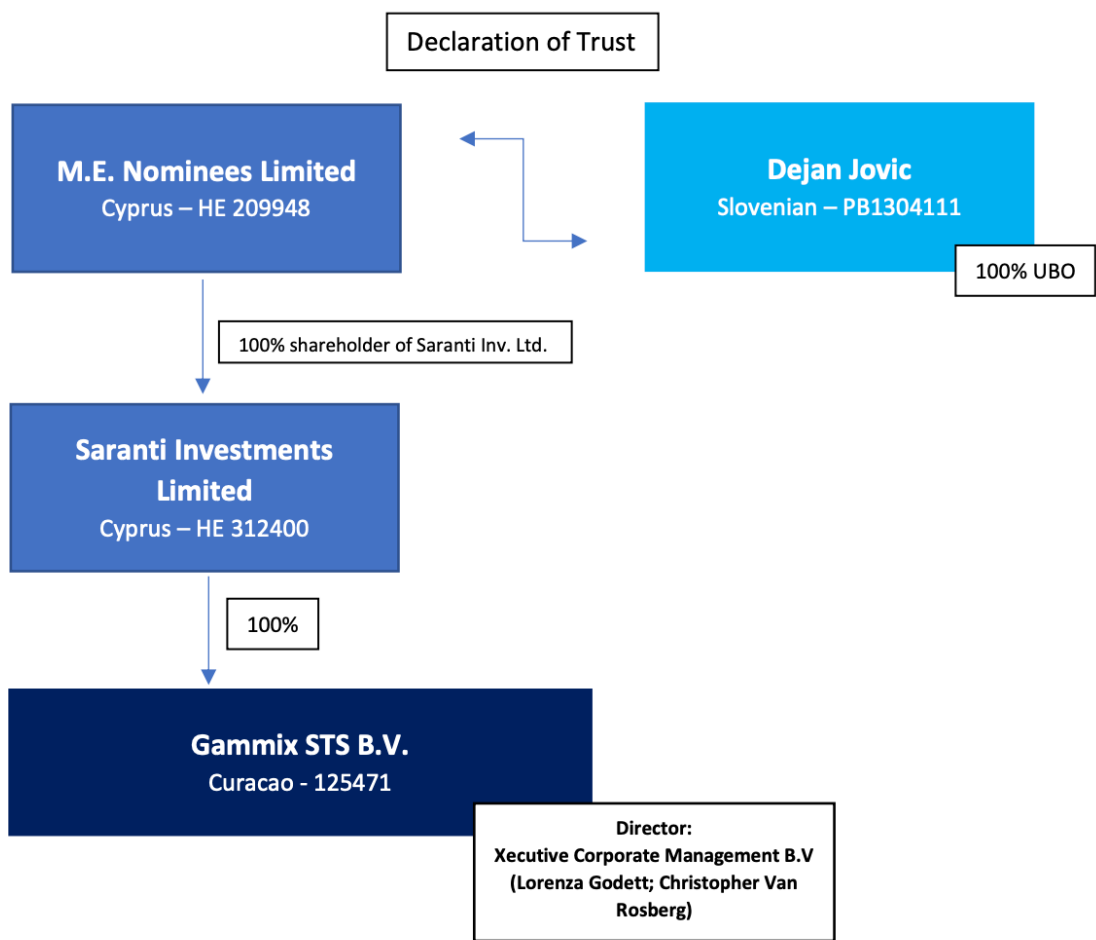
1. **Diversified Game Portfolio:** Gammix Sts b.v. aims to maintain a competitive edge by offering a wide variety of games sourced from over 100 providers. This strategy ensures a diverse gaming experience for customers, catering to various preferences and demographics.
2. **Focus on B2B Partnerships:** The company's primary focus is on B2B partnerships, wherein it provides gaming solutions to other businesses in the industry. By collaborating with casinos, gaming platforms, and other entities, Gammix Sts b.v. extends its reach and amplifies its revenue streams.
3. **Strategic Payment Processing:** GGHUB Limited, the company's payment processing partner, plays a crucial role in ensuring smooth financial transactions. Gammix Sts b.v. prioritizes the reliability and security of payment processing to enhance customer trust and satisfaction.
4. **Innovation and Adaptation:** In the dynamic gaming industry, innovation is key to staying relevant. Gammix Sts b.v. invests in research and development to introduce new features, technologies, and gaming concepts. Additionally, the company remains agile, swiftly adapting to market trends and regulatory changes.
5. **Regulatory Compliance:** Given the regulatory complexities of the online gaming sector, compliance is paramount. Gammix Sts b.v. adheres to all relevant regulations and licensing requirements, ensuring legal and ethical business practices at all times.
6. **Customer-Centric Approach:** Gammix Sts b.v. places a strong emphasis on customer satisfaction. The company prioritizes user experience, offering responsive customer support, personalized gaming experiences, and promotional incentives to enhance customer loyalty and retention.

7. Expansion and Global Reach: While already established, Gammix Sts b.v. continues to explore opportunities for expansion into new markets. By identifying emerging markets and strategic partnerships, the company aims to broaden its global footprint and capture untapped segments of the gaming industry.

Gammix sts b.v.. is supported by Argentee International Limited to which it provides Legal, Accounting, Finance and Corporate services.

Gammix sts b.v. website is <https://www.gammixcasino.com/> and the domain is owned by Gammix sts b.v.

2. COMPANY STRUCTURE & OWNERSHIP DIAGRAM



3. KEY MANAGEMENT ROLES

Director	Xecutive Corporate Management B.V. (Christopher Van Rosberg; Lorenza Godett - JOINT POWERS)
CEO	Mr. Lorenza Godett reporting to UBO
CFO	Ms. Mazen Shallak reporting to UBO
CTO	Mr. Domen Kostić reporting to UBO
MLRO	Ms. Lorenza Godett reporting to UBO
Compliance officer	Mr. Corvin Nagtegaal to CEO and to UBO

4. FINANCIAL FORECASTS

Please see the attached Financial Projections in Appendix A.

5. OVERVIEW OF INTENDED STRATEGY FOR THE BUSINESS GROWTH AND TO SECURE/MAINTAIN/GROW MARKET SHARE WITH SPECIFIC FINANCIAL AND MARKETING PLANS

As a B2B gaming company, our primary objective is to secure, maintain, and grow market share within the gaming industry by providing innovative solutions and unparalleled value to our business clients. Our strategy encompasses both financial and marketing initiatives aimed at fostering long-term partnerships, expanding our client base, and driving revenue growth.

Financial Plan:

1. Revenue Diversification: We will focus on diversifying our revenue streams by offering a range of products and services tailored to the needs of our B2B clients. This includes development of customized solutions.
2. Cost Optimization: We will prioritize cost optimization and operational efficiency to maximize profitability. This includes streamlining internal processes, negotiating favorable supplier contracts, and leveraging technology to automate repetitive tasks.
3. Investment in R&D: We will allocate resources towards research and development to continuously innovate and stay ahead of market trends. This will involve investing in talent, technology, and infrastructure to enhance our product offerings and maintain our competitive edge.
4. Financial Forecasting: We will develop detailed financial forecasts and performance metrics to track progress towards our growth objectives. This will enable us to identify areas for improvement, make informed strategic decisions, and ensure the long-term sustainability of our business.

Marketing Plan:

1. Targeted Marketing Campaigns: We will develop targeted marketing campaigns to reach key decision-makers within our target market. This includes attending trade shows and conferences, and leveraging digital marketing channels such as email and social media.

Conclusion:

By executing our intended strategy for business growth, encompassing both financial and marketing plans, we are confident in our ability to secure, maintain, and grow market share within the B2B gaming industry.

6. KEY SUPPLIERS AND MATERIAL DEPENDENCIES

Suppliers: Gammix sts b.v. is an aggregator and our bigger suppliers are game providers. The top 15 are listed below:

	Provider	Total invoiced in 2023
1	50003 Provider Costs - Evolution	9.186.365,99
2	50011 Provider Costs - Pragmatic Play	5.378.105,85
3	50106 Provider Costs - Playtech	1.300.884,71
4	50060 Provider Costs - PG SOFT	990.381,18
5	50036 Provider Costs - Elk	872.883,00
6	68999 Discounts Allowed	843.942,54
7	50065 Provider Costs - HACKSAW	805.843,78
8	50083 Provider Costs - Imk 365 Sia	704.832,30
9	50051 Provider Costs - Relax Gaming	688.472,87
10	50054 Provider Costs - Wazdan	623.863,37
11	50122 Provider Costs - Spribe	622.610,72
12	50009 Provider Costs - Games Global/Microgaming	578.632,55
13	50088 Provider Costs - Playson	535.238,16
14	50010 Provider Costs - Netent	514.907,08
15	50043 Provider Costs - NoLimit	481.426,33

1. Evolution: Evolution is a leading provider of live casino solutions, offering a wide range of live dealer games such as blackjack, roulette, and baccarat. Gammix Sts b.v. collaborates with Evolution to integrate their live casino offerings into its gaming platform.
2. Pragmatic Play: Pragmatic Play is a renowned game developer known for its diverse portfolio of slot games, live casino, and bingo products. Gammix Sts b.v. partners with Pragmatic Play to offer their popular slot titles and other gaming content to its customers.
3. Playtech: Playtech is a prominent supplier of online gaming software and services, known for its high-quality casino games, sports betting solutions, and more. Gammix Sts b.v. integrates Playtech's games into its platform to enhance its gaming library.
4. PG SOFT: PG SOFT is an innovative game developer specializing in mobile-friendly slot games with engaging themes and features. Gammix Sts b.v. collaborates with PG SOFT to provide their visually appealing and entertaining games to players.

5. Elk Studios: Elk Studios is a game provider known for its unique and creative slot games with innovative mechanics and stunning graphics. Gammix Sts b.v. includes Elk Studios' games in its portfolio to offer players a diverse selection of gaming experiences.

6. Hacksaw Gaming: Hacksaw Gaming is a provider of scratch cards, slots, and other online casino games, known for its mobile-first approach and engaging gameplay. Gammix Sts b.v. partners with Hacksaw Gaming to offer their exciting games to its customers.

7. Relax Gaming: Relax Gaming is a B2B supplier of casino games, poker, and bingo products, offering a wide range of content from various third-party developers. Gammix Sts b.v. integrates Relax Gaming's platform into its own to access their extensive gaming portfolio.

8. Wazdan: Wazdan is a game developer known for its innovative features, customizable gameplay, and immersive themes. Gammix Sts b.v. collaborates with Wazdan to provide their cutting-edge slot games to its players.

9. Microgaming: Microgaming is one of the oldest and most respected suppliers of online gaming software, offering a vast selection of casino games, including slots, table games, and progressive jackpots. Gammix Sts b.v. partners with Microgaming to offer their premium gaming content to its customers.

10. NetEnt: NetEnt is a leading provider of premium gaming solutions, known for its high-quality slot games, live casino offerings, and progressive jackpot titles. Gammix Sts b.v. integrates NetEnt's games into its platform to provide players with top-tier gaming experiences.

11. NoLimit City: NoLimit City is a game developer known for its innovative and feature-rich slot games, with a focus on high-quality graphics and engaging gameplay mechanics. Gammix Sts b.v. includes NoLimit City's games in its gaming portfolio to cater to players looking for immersive gaming experiences.

These are just a few examples of the suppliers that Gammix Sts b.v. works with to provide a diverse and engaging gaming experience to its customers. By partnering with these reputable providers, Gammix Sts b.v. ensures that its gaming platform offers a wide range of high-quality games to satisfy players' preferences and interests.

Other relevant supplier of Gammix sts b.v. is Blueocean programiranje d.o.o., who provide us development services to improve our platform and integrate all those above mentioned game providers.

Banking:

Gammix sts b.v. can count on one SEPA/SWIFT bank solution provided by One.io UK Limited being authorised and regulated in the UK by the Financial Conduct Authority (FRN 913478) as an Authorised Payment Institution and Payment execution bank solution – Valletta pay bank, who provide us SEPA payment services.

At Gammix sts n.v. we utilize Binance wallet as a secure and efficient platform for managing financial transactions. Our primary use of the Binance wallet is twofold: to receive payments from our valued clients and to facilitate timely payments to our trusted suppliers. It serves as a seamless channel for the transfer of funds, ensuring transparency and reliability in our business dealings.

It's important to note that while we leverage the capabilities of the Binance wallet for financial transactions, we do not engage in trading activities through this platform. Our focus remains steadfast on delivering exceptional products and services to our clients, while fostering strong partnerships with our suppliers.

By utilizing the Binance wallet in this manner, we streamline our financial operations and maintain the integrity of our business practices. Rest assured, our commitment to financial responsibility and professionalism guides every aspect of our transactions."

7. RISK EVALUATION AND MANAGEMENT

Risk evaluation and management are crucial components of any business strategy, especially in an industry as dynamic and competitive as gaming. Here's how we can incorporate risk evaluation and management into the overall strategy for a B2B gaming company:

Risk Evaluation:

1. **Market Risk:** Fluctuations in market demand, changes in consumer preferences, and emerging competitors pose a risk to our business. Conducting regular market research and staying abreast of industry trends will allow us to anticipate and mitigate these risks effectively.
2. **Technological Risk:** Rapid advancements in technology can render existing solutions obsolete and expose us to technological risk. Investing in ongoing research and development, maintaining a flexible and scalable infrastructure, and staying agile in our approach to innovation will help mitigate this risk.
3. **Regulatory Risk:** The gaming industry is subject to complex and evolving regulatory frameworks, both domestically and internationally. Staying compliant with applicable laws and regulations, maintaining open lines of communication with regulatory authorities, and conducting regular audits will help mitigate regulatory risk.
4. **Operational Risk:** Operational disruptions, such as hardware failures, software glitches, and human error, can impact our ability to deliver products and services to clients. Implementing robust backup and disaster recovery plans, establishing clear protocols and procedures, and providing ongoing training to staff will help mitigate operational risk.

Risk Management:

1. **Risk Identification:** We will establish a formal process for identifying and assessing risks, this may include conducting risk assessments, brainstorming sessions, and scenario planning exercises to identify potential risks and their potential impact on the business.
2. **Risk Mitigation:** Once risks have been identified, we will develop and implement risk mitigation strategies to reduce the likelihood and impact of adverse events. This may include implementing controls and safeguards, transferring risk through insurance or contractual agreements, and diversifying our business operations to spread risk across multiple areas.
3. **Risk Monitoring:** We will continuously monitor and evaluate the effectiveness of our risk management strategies, adjusting them as necessary in response to changing circumstances.

This may involve regular risk assessments, performance monitoring, and feedback loops to ensure that our risk management efforts remain aligned with our business objectives.

4. Risk Communication: Open and transparent communication is essential for effective risk management. We will establish clear channels of communication for reporting and escalating risks, ensuring that relevant stakeholders are informed and empowered to take appropriate action in response to emerging threats.

5. Continuous Improvement: Risk management is an ongoing process that requires continuous improvement and adaptation. We will conduct regular reviews and lessons learned exercises to identify areas for improvement and implement corrective actions to strengthen our risk management capabilities over time.

By incorporating risk evaluation and management into our overall strategy, we can proactively identify and mitigate potential threats to our business, ensuring our long-term success and resilience in the face of uncertainty.

8. LEGAL AND GOVERNANCE FRAMEWORK

CEO presents yearly and quarterly the business unit strategy to the UBO and other C-level members by agreeing upon communal KPIs to reach. CEO and other C-level members are actively involved in the day-to-day company management under the supervision of the board of directors and UBO. The board of directors is involved in the company's decision making and has full visibility of the day-to-day business activities including banking by having access to all Gammix sts n.v.'s FIAT and Crypto solutions.

The business relationship between the parties is solid and well established and all parties involved in the company work in synergy towards communal end goals in the best interest of the company and business unit.

Legal, Finance, Accounting, Corporate Compliance support and advice are provided by Argentee International Limited.

Board meetings normally take place with the sole presence of the directors.

9. TARGET KPIS AND BUSINESS OBJECTIVES

Gammix Sts b.v. and the Business Unit which forms part, set yearly and quarterly KPIs that are agreed upon by the management and carried forward through the supervision of the CEO and CFO through quarterly reports presented to the management and the UBO.

Target Market (KPIs):

1. Geographic Focus: Mirage Corporation n.v. targets regions with a high demand for online gaming services, including Europe, Asia, and South America (All territories except those where the local jurisdiction prohibits online gambling as well as territories with local regulations).

2. Demographic Profile: The company's primary target demographic includes adults aged 18 to 45 who are interested in various forms of online gaming, including casino games, slots, and sports betting.

3. Key Performance Indicators (KPIs):

- User Acquisition: Measure the number of new customers acquired through marketing efforts.
- Customer Retention: Monitor the rate at which existing customers continue to engage with the platform.
- Revenue Growth: Track the company's financial performance, including revenue generated from gaming activities and B2B partnerships.
- Player Lifetime Value (LTV): Assess the long-term value of each customer based on their gaming activity and spending habits.
- Market Share: Evaluate Gammix Sts b.v.'s position relative to competitors in key markets and segments.

Business Objectives:

1. Revenue Growth: Increase annual revenue by 10% through organic growth initiatives and strategic partnerships with B2B clients and game providers.

2. Market Expansion: Enter new geographic markets or expand market share in existing markets by targeting underserved regions or demographics.

3. Product Innovation: Launch new gaming products, features, or platforms to enhance the user experience and differentiate Gammix Sts b.v. from competitors.

4. Customer Acquisition and Retention: Implement targeted marketing campaigns and loyalty programs to attract new customers and improve customer retention rates.
5. Regulatory Compliance: Maintain compliance with regulatory requirements in all operating jurisdictions to mitigate legal risks and ensure the sustainability of the business.
6. Operational Efficiency: Streamline internal processes, optimize resource allocation, and invest in technology to improve operational efficiency and cost-effectiveness.
7. Brand Reputation: Enhance brand reputation and trustworthiness through transparent communication, responsible gaming initiatives, and high-quality customer service.

10. POLICIES AND PROCEDURES

The company's Anti-Money Laundering and Terrorist Financing Procedures and Customer Due Diligence

and Client Acceptance policies and procedures may be provided separately.

Bet Play B.V. appointed Ms, Lorenza Godett as the company's Money Laundering Reporting Officer (MLRO).

The services provided by the MLRO will include but not be limited to the following: Compliance Framework

- Developing and overseeing the implementation of appropriate AML and CTF policies and procedures;
 - Ensuring that policies and procedures are accurately documented in the AML Manual which should be available to staff and used to guide training;
 - Maintaining and developing the risk-based approach to AML and CTF arrangements; AML Training
- Ensuring that relevant staff are provided with training appropriate for their position (frequency and content) and that all new staff receive training within the specified period;

Jurisdictional monitoring

- Monitoring regulatory updates in all jurisdictions to ensure a comprehensive overview of provision of gambling facilities within each jurisdiction;

Reporting

Reporting to the Board detailing the operation and effectiveness of the systems and controls used to combat financial crime;

Ensuring that the Board are kept informed of the money laundering risks posed by the business and its activities, and how these are managed and mitigated;

Investigating internal Suspicious Transaction Reports (STRs)

The company's full policies are included in the company's Anti-Money Laundering and Terrorist Financing Procedures relating to the jurisdiction Curaçao.

I I. APPENDIX A

FINANCIAL PROJECTIONS YEAR 2024,2025,2026

	2023	2024	2025	2026
Revenue		10% growth	10% growth	10% growth
Turnover Other	296.427,61	326.070,37	358.677,41	394.545,15
Turnover Platform fees	15.500,00	17.050,00	18.755,00	20.630,50
Turnover Royalties	33.795.607,87	37.175.168,66	40.892.685,52	44.981.954,07

Cost of sales				
Provider costs	31.561.181,80	34.717.299,98	38.189.029,98	42.007.932,98
Refferal Commissions	225.005,58	247.506,14	272.256,75	299.482,43
Setup Costs - Direct	19.500,00	21.450,00	23.595,00	25.954,50
Platform fees - Direct Costs	2.295,00	2.524,50	2.776,95	3.054,65
Hostings / Servers Other Servers	99.360,88	109.296,97	120.226,66	144.272,00
GGHub charges - direct costs	51.299,60	56.429,56	62.072,52	68.279,77

Gross profit	2.148.892,62	2.363.781,88	2.600.160,07	2.848.153,41
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Operating Expenses				
Office - Rent (55151)	5.088,00	5.088,00	5.088,00	5.088,00
Consultancy, legal and professional fees	84.431,58	84.431,58	84.431,58	84.431,58
Bad debts	418.669,15	200.000,00	200.000,00	200.000,00
Subcontracted Services	1.051.600,00	1.051.600,00	1.051.600,00	1.051.600,00
Professional Fees-CSP	7.200,00	7.200,00	7.200,00	7.200,00
Licenses And Permits	5.300,00	5.300,00	5.300,00	5.300,00
Finance Charges	102.082,70	102.082,70	102.082,70	102.082,70
Crypto Gain/Loss	40.623,38	40.623,38	40.623,38	40.623,38
Bank charges	131.292,41	144.421,65	158.863,82	174.750,20
Other Expense	133,00	133,00	133,00	133,00

Net Profit	302.472,40	722.901,57	944.837,59	1.176.944,55
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Financial Overview:

Revenue Growth: The forecasted revenue for the years 2024 to 2026 shows a consistent 10% growth rate across all revenue streams, indicating a steady increase in business activities and sales performance.

Cost of Sales: Cost of sales also increases proportionally with revenue growth, maintaining a similar cost structure over the forecast period.

Gross Profit: Despite the increase in revenue, the company's gross profit margin remains relatively stable, reflecting effective cost management strategies and operational efficiencies.

Operating Expenses: Operating expenses show slight fluctuations over the years but generally remain consistent with the previous year's levels, indicating stable overhead costs and operational expenses.

Net Profit: The net profit demonstrates significant growth over the forecast period, driven by the steady increase in revenue and effective cost management, indicating the company's improving financial performance and profitability.

Overall, the financial forecast and overview suggest a positive outlook for the company's financial performance, with steady revenue growth and improving profitability over the years 2024 to 2026.

